San José State University
Department of English & Comparative Literature
English 100WB: Written Communication: Business, Section 61
Spring 2022

Course and Contact Information

Instructor: Jennifer Bean

Office Location: Zoom

Telephone: Not available via telephone

Email: Jennifer.bean@sjsu.edu

Office Hours: Tuesday 12:15 PM

Class Days/Time: Tuesday & Thursday 9:00 AM- 12:15 PM

Classroom: Zoom

Prerequisites: A3 or equivalent second semester composition course (with a grade of C- or better); completion of core GE; satisfaction of Writing Skills Test or completion of ENGL 100A / LLD 100A with C or better; and upper division standing. Allowed Declared Majors: All Business Administration majors, Industrial Arts, Industrial Technology, Professional & Technical Writing, Public Relations, Hospitality Management, Organizational Studies. Or Graduate or Postbaccalaureate level.

GE/SJSU Studies Category: Written Communication II (Z)

Course Description

This course aims to simulate actual business communication scenarios (both oral and written) that business professionals encounter in their daily work lives. Assignments and activities have been designed to enable students to practice and apply practical and theoretical approaches to real-life work situations. Both practical (communication mechanics and style) and theoretical (pragmatics) aspects will be emphasized.

Course Format

This course meets on campus, but requires you to have access to some technology, such as a laptop or a tablet with video conferencing capabilities. Because we will use online tools, such as Google's Jamboard, live during the class, you must have access to a laptop or tablet for participation purposes. We will also complete writing tasks during class, which you must type and submit online. Additionally, we will use Canvas, the SJSU Learning Management System, for instructional materials, activities, and assignments. Therefore, you will need regular access to the internet and technology for this class. If you need to borrow laptops, tablets, and other electronics, please contact Student Computing Services at https://library.sjsu.edu/student-computing-services/student-computing-services.

To produce and share your work, you will use Google Docs and enable viewers to comment on your work. If you need help to access these technologies, please contact the IT Service Desk at https://www.sjsu.edu/it/support/service-desk/index.php.

Messaging

To communicate with me, please email me directly at my SJSU email address, which is located on the first page of this syllabus. Course materials, such as the syllabus, handouts, assignment instructions, etc. can be found on Canvas. I will use Canvas messages and announcements to update you on classroom issues and assignments, so be sure to check for emails from me via Canvas. They will be sent to your sjsu.edu email account, your Canvas inbox, and any other email you link in Canvas. You are responsible for regularly checking with the messaging system through MySJSU or Canvas to learn of any updates.

Absences

If you are absent from class at any time during the semester, please make sure you study all the materials posted in Canvas under the day you are absent. **You are still responsible for all material taught and all tasks assigned on days that you are absent.** I also recommend that you ask a classmate to borrow their lecture notes and email me with your questions so that you do not fall behind. If you must request an extension, please see the policies under *Grading Information* for related details.

Student Learning Outcomes (SLOs)
Upon successful completion of this course, students will be able to:

- SLO 1: Produce discipline-specific written work that demonstrates upper-division proficiency in language use, grammar, & clarity of expression
- SLO 2: Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse
- SLO 3: Organize and develop essays and documents for both professional and general audiences
- SLO 4: Organize and develop essays and documents according to appropriate editorial and citation standards
- SLO 5: Locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing

English 100WB Objectives- Students will be able to:

- Format, compose, and revise written documents for a variety of contexts
- Identify and articulate the audience "take-away" message in every communication
- Use a variety of communications tools and strategies to communicate effectively
- Communicate numerical data effective in both written and oral formats
- Employ advanced research strategies and incorporate research appropriately into written and oral communication for a variety of purposes
- Analyze and adapt communications based on rhetorical situation and pragmatics
- Recognize a variety of communication needs and constraints and employ appropriate strategies to meet those needs in a variety of business situations
- Evaluate communication strategies for effectiveness
- Justify communication decisions using knowledge of pragmatics, business culture norms, and rhetorical situations
- Create communications and presentations that are ethnically, legally, and culturally appropriate

Required Texts/Readings

Textbook -*Business and Professional Writing: A Basic Guide, 2nd ed.* by Paul MacRae (ISBN 9781554814718) Available at the SJSU Bookstore

Oher Readings- Various articles, essays, and other content may be posted on Canvas.

Other Technology Requirements / Equipment - A laptop or tablet with internet connectivity is needed during the actual class time.

Library Liaison

Our library liaison is Jane Dodge. Please contact her at jane.dodge@sjsu.edu or visit her page at https://libguides.sjsu.edu/prf.php?account_id=193768 if you need help finding resources for class assignments.

Assignments	Word Counts	SLOs
Canvas Discussion Posts (DP): 5 total	125-200 each	2,5
Canvas Discussion Responses (DR): 5 total	75-150 each	2,5
Writing Projects: 4 total	4,500	1-5
Short Writing Tasks	2,000	1-5
Oral Presentation	NA	1,5

Course Requirements and Assignments:

Reading: These reading assignments serve as the foundation for class discussions and/or models of excellence. You must complete all assigned readings before class.

Canvas Discussion Posts (DPs): DPs should build upon readings and class discussions and advance our understanding, not summarize materials. DPs may include thoughtful questions that push us further in our inquiry. DPs may also include your reactions to the reading, observations of how this reading can be applied, or the relationship of a reading to your own ideas and opinions about a topic or to another reading. DPs will be evaluated based on evidence that you completed the reading and have attempted to expand the conversation about the topic in a thoughtful manner.

Canvas Discussion Responses (DRs): DRs should directly address the points and issues raised by classmates in their posts. Feel free to ask questions and debate respectfully. DRs will be evaluated based on evidence that you completed the reading and have attempted to expand the conversation in a thoughtful manner.

Writing: This course requires a minimum of 8,000 words throughout the semester. Written tasks will include those necessary for successful business communications, which may include, but are not limited to, formal and informal correspondence (emails, memos, letters), employment application materials (resumes, cover letters, etc.), reports, abstracts, and proposals. More instructions will be posted on Canvas for all major assignments. All assignments must be submitted through Canvas and adhere to formatting and citation guidelines. For this class, there will be four major writing projects.

- Writing Project #1: Professional Biographies
- Writing Project #2 Correspondence Packet
- Writing Project #3: Job Documents
- Writing Project #4: Reports

The Writing Process: This semester, we will use the Writing Process (pre-writing, organizing, drafting, revision, and editing). For each WP, you will submit a rough draft, which I will grade using the rubric that I will use to also grade the final copy. You are responsible for addressing all my comments during the revision and editing processes. If you do not address my concerns, large penalties will be assigned on the final draft.

Short Writing Tasks: You will engage in various tasks aimed at advancing your business writing skills. These tasks will be shorter than the writing project and will be started in class. There may be opportunities to complete some of these tasks outside of class time. See Canvas for details and due dates. Tasks that explore research strategies, paraphrasing, summarizing, quoting, creating promotional materials, etc. are possible. All such in-class tasks will be assessed.

Final Examination or Evaluation - *"Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment."*

Oral Presentation (Final): Because corporate America is currently utilizing online tool to stay safe during the pandemic, your final presentation will be an oral presentation (with slides) that is presented fully online using Zoom. **You must have your camera on, with a work-appropriate background and work-appropriate clothing so that you gain experience in a professional online environment engaging in professional activities.** As interviews, meetings, and presentations are typically done with Zoom in many industries today, this final will give you a realistic opportunity to practice your 21st century skills.

Grading Information:

This course must be passed with C or better to satisfy the CSU Graduation Writing Assessment Requirement (GWAR).

Late Work Policy: All work should be submitted on time. **Any unexcused late work will be graded down a FULL LETTER GRADE <u>for every day</u> it is late**. (For example, if you earn 95% on a SWT, but you submit it two days late, your grade will be 75% on this task.) If there is a reason you can't meet a deadline, contact me BEFORE THE DEADLINE. It is *possible* that the penalty for submitting late work may be waived or modified. There is, however, no guarantee that that will be the case.

Please note that extensions for the four major writing projects are limited to extraordinary circumstances and plan your schedule accordingly calendar located at the end of this syllabus

General Grading Policy: Requirements for each assignment will vary, but in all cases, grades will reflect the paper's effectiveness, which is broken down into six major areas: rhetorical/contextual awareness, focus, organization, development, style, and mechanics. More specific rubrics will be provided, as appropriate, on Canvas.

An "A" writing assignment is excellent. It shows mastery of all skills and exceeds expectations in all six grading criterion.

A **"B" writing assignment** shows competence in the same criterion as an "A" assignment, but there is slight weakness in some of the areas.

A **"C" writing assignment** will complete the requirements of the assignment, but will show significant weakness in a few of the criterion.

A **"D" writing assignment** will neglect to meet all the requirements of the assignment or may be superficial and lack development in its treatment of the topic. It may contain major grammatical, mechanical, and/or usage errors that interfere with reader comprehension.

An **"F" writing assignment** does not fulfill the requirements of the assignment.

<u>Time Management:</u> "Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus."

Grade	Percentage
A plus	97 to 100%
A	93 to 96%
A minus	90 to 92%
B plus	87 to 89 %
B	83 to 86%
B minus	80 to 82%
C plus	77 to 79%
C	73 to 76%
C minus	70 to 72%
D plus	67 to 69%
D	63 to 66%
D minus	60 to 62%
F	59% or lower

Assignment	Point Value	% of Grade
Discussion Posts (DPs): 5 total	5 each	5%
Discussion Responses (DRs): 5 total	5 each	5%
Short Writing Tasks: 10 total	15 each	20%
Writing Projects: 4 total	100 each	15% each (60% in total)
Final Exam: 1 Presentation	100	10%

Classroom Protocol

In accordance with SJSU rules**, masks must be worn by everyone in the classroom**, regardless of vaccination status. We will also follow social distancing and other SJSU COVID-19 protocols to ensure the safety of all community members, especially those who are ineligible for the vaccine.

Due to the nature of the course, much of the learning will happen in class. Therefore, it is imperative that you attend class every day, on time, prepared to participate in class activities, and having already completed the reading assigned for the day. During the first weeks of class, we will create an etiquette protocol as a class. These rules will be posted on Canvas, and students will be expected to adhere to them as part of their participation grade.

In this class, we may encounter topics that are controversial and potentially upsetting/ challenging to our ideas, beliefs, and understanding of reality. It is vital that we remain respectful of all people during class meetings and in assignments. Some examples are potentially disrespectful comments would be disparaging comments about

one's race, ethnicity, gender, sex, disability, national origin, religion, and/or sexual orientation. Disrespectful and disparaging comments will not be tolerated. If you are unsure if something is inappropriate, please contact me for assistance.

University Policies

Per [University Policy S16-9](#), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](#) (https://www.sjsu.edu/curriculum/courses/syllabus-info.php). Make sure to visit this page to review and be aware of these university policies and resources.

Additional Information

Diversity: SJSU is a diverse learning community. We will engage in integrated reading and writing assignments to explore complex issues that generate meaningful public debate. Our course is designed to include an emphasis on a diverse range of voices and viewpoints.

Trigger Warning: Tasks, class discussions, and/or readings may include material of a sensitive nature. We may encounter materials that challenge your ideas, beliefs, and understanding of reality. Our class will work towards creating a safe space in which we can learn together.

Plagiarism: Using others' ideas and/or words without clearly acknowledging the source of the information is defined as plagiarism. To avoid plagiarism, give credit to your sources in the following situations:

1.) Use someone else's direct words (use quotation marks and give the source).

"In the midst of Silicon Valley and all over the globe, SJSU engineers are designing and building high impact innovations, with a particular focus on challenges to global sustainability" (Wei, 2011).

The full reference will be in the back of the report, using APA format.

2.) Use someone else's ideas, in your words, that are not common knowledge.

Through the Global Technology Initiative at SJSU, 25 students are selected each year to travel for two weeks to India or China, all expenses paid by GTI. (College of Engineering, 2012). (Note this is not the exact words, so there are no quotation marks.)

The full reference and website will be in the back of the report, using APA format.

3.) Use specific statistics, graphics, drawings, etc. that are not yours

San Jose State University is ranked **8th** overall among the West's top public universities offering bachelor's and master's degrees according to the 2013 edition of "American's Best Colleges" (U.S. News & World Report, 2013).

Plagiarism will result in a grade of F in ENG 100WB. **Assignments with plagiarism cannot be rewritten for credit. Your department chairperson will be notified.** We will work on this in class. **Remember, plagiarism is a serious issue.** When you submit work in PDF form (minus peer review forms), ensure Turnitin scores your work as either blue or green. **No other scores are acceptable.**

English 100WB Written Communication: Business, Summer 2022 Course Schedule

This schedule is subject to change. Notice will be given on Canvas and/or in class. See our Canvas page for the most up to date information regarding our schedule, readings, and due dates. Readings should be completed BEFORE the class session on which they are listed!

Key	
BPW	*Business & Professional Writing*
Red	Discussion Board Assignment
Orange	Short Writing Task
Blue	Writing Project
Green	Oral Report Presentation

Day	Date	Topics, Readings, Assignments, Deadlines
Day 1	6/2	Read Before Class: syllabus, *BPW Ch. 1-2* Part #1 Topics: course overview; syllabus/Canvas explanation; expectations Part #2 Topics: introduction to professional writing; rhetorical triangle; 7 Cs Due: "SWT: Survey" (due Saturday by 11:59 PM)
Day 2	6/7	Read Before Class: Do's and Don'ts of Online Posts" by S. Lai; *BPW Ch.6* Part #1 Topics: Effective writing; the writing process; selecting the medium Part #2 Topics: style; direct/indirect communication; letters Due: DP #1 by 11:59, DR #1 (due Thursday by 11:59 PM) Due: SWT: Improving a letter (due Thursday by 11:59 PM)
Day 3	6/9	Read Before Class: *BPW Ch.6* Part #1 Topics: peer review; emails; memos; letters; persuasion Part #2 Topics: revision; editing; viewpoint Due: WP#1 rough draft (due BEFORE class begins)
Day 4	6/14	Read Before Class: *BPW Ch. 3; BPW Ch. 7* Part #1 Topics: the writing process (pre-writing, organizing, drafting) Part #2 Topics: logical connectors Due Writing Project #1: Final (due at 11:59 PM) Due: SWT: Writing an Email (due Thursday by 11:59 PM)
Day 5	6/16	Read Before Class: *BPW Ch. 8; BPW Ch. 5* Part #1 Topics: memos; coordinators Part #2 Topics: job searches; job analysis; professional development plans Due: SWT: Correcting a Memo (due Saturday by 11:59 PM)
Day 6	6/21	Read Before Class: BPW *SKIM Ch. 3* Part #1 Topics: Peer review; revision; editing; invoice Part #2 Topics: concise writing; professional development plans; editing Due: Writing Project #2: First Draft (BEFORE class) SWT: Professional Development Plan (due Saturday by 11:59 PM)
4 Day 7	6/23	Read Before Class: *BPW Ch. 11; "Want to get noticed by recruiters? Try this resume strategy to get through the applicant tracking system" by Robin Ryan* Part #1 Topics: resumes; cover letters Part #2 Topics: solutions for wordiness
Day 8	6/28	Read Before Class: *BPW Ch. 10; "How to write a competitive resume in 2021" by Ashley Stahl; 5 Cover letter tips from the experts" by Caroline Castrillon*

Day	Date	Topics, Readings, Assignments, Deadlines
		Part #1 Topic: resumes Part #2 Topic: cover letters Due: Writing Project #2: Final Draft (due at 11:59 PM) Due: DP #2 by 11:59, DR #2 (due Thursday by 11:59 PM) SWT: Improving a Resume (due Thursday by 11:59 PM)
Day 9	6/30	Read Before Class: 5 *common but costly interview mistakes qualified candidates make by Adunola Adeshola; BPW Ch. 17* Part #1 Topics: interviewing Part #2 Topics: peer review; revision/editing; follow-up emails Due: DP #3 by 11:59, DR #3 (due Sunday by 11:59 PM) Due Before Class: Writing Project #3: First Draft SWT: Finishing a Cover Letter (due Saturday by 11:59 PM)
Day 10	7/5	Read Before Class: *BPW Ch. 17* Part #1 Topics: Informal proposals Part #2 Topics: Informal progress reports SWT: Improving a Proposal (due Thursday by 11:59 PM) Writing Project #3: Final Draft Due: DP #4 by 11:59, DR #4 (due Thursday by 11:59 PM)
Day 11	7/7	Read before Class: *BPW Ch. 16* Part #1 Topics: giving presentations; presentation assessment; creating slides/visuals; transforming the audience Part #2 Topics: peer reviews (if time allows) Due Before Class: Writing Project #4 First draft Due Before Class: Final Presentation First draft Due: DP #5 by 11:59, DR #5 (due Friday by 11:59 PM)
Day 12	TBA	Final Presentation